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FAIRVIEW AVENUE

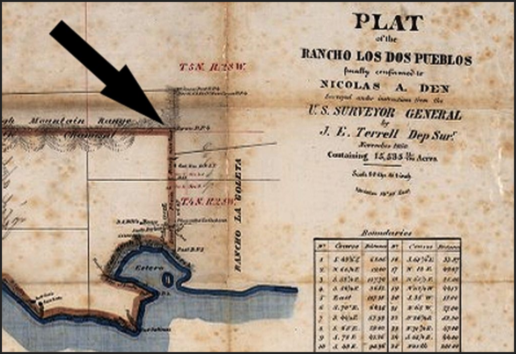
FAIRVIEW AV
LA GOLETA
GOLETA HISTORY.COM

Fairview Avenue

LOCAL HISTORY / AUG 09 2020 12:00 PM / BYTMO / 11 COMMENTS / READS 1971

By Tom Modugno of Goleta History

Fairview Avenue is one of Goleta's main thoroughfares today. But who knew it's also one of the oldest routes in Goleta?


PLAT
of the
RANCHO LOS DOS PUEBLOS
finally confirmed to
NICOLAS A. DEN
U. S. SURVEYOR GENERAL
J. E. Terrell Dep Sur.
Containing 15,535 Acres
T5N R28W
T4N R28W
Mountain Range
RANCHO LA GOLETA
Estero
Boundaries

It was first laid out way back in 1842, as the eastern boundary of Nicolas Den's Dos Pueblos land grant. Although it wasn't actually a road quite yet, this was how it first came to be.

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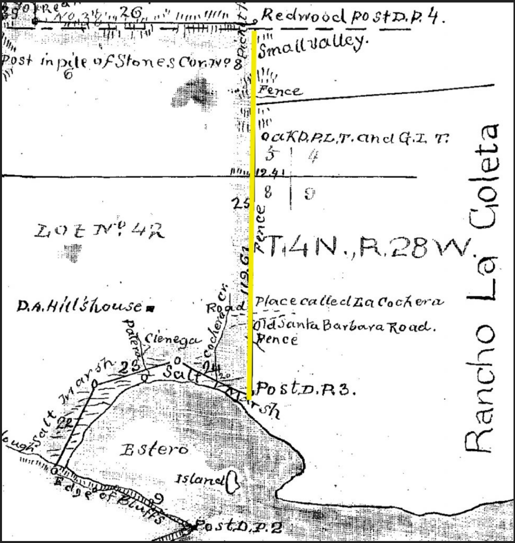
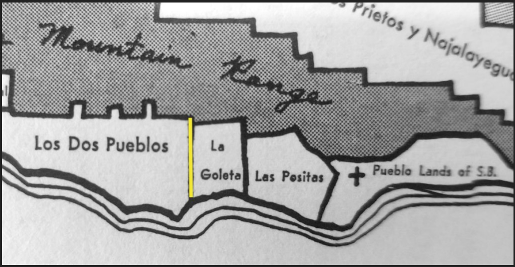
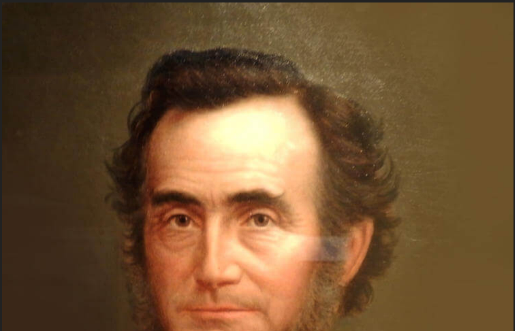
LOMPOC MAN ARRESTED FOR ATTEMPTING TO SELL STOLEN TOM PETTY GUITAR


Redwood Post D.P. 4.
Small valley.
Post in pile of Stones Cor. No 8
Fence
Oak D.P.L.T. and G.I.T.
19.41
Lot No 4R
T.4N., R.28W.
Rancho La Goleta
D.A. Hill's house
Place called La Cochera
Old Santa Barbara Road.
Fence
Road
Cienega
Salt Marsh
Post D.R.3.
Estero
Island
Edge of Bluffs
Post D.P.2

It probably started to be used as a road around 1846, when Daniel Hill chose the same line to be the western border of his Rancho La Goleta.


Mountain Range
Prietos y Najalayegu
Los Dos Pueblos
La Goleta
Las Positas
Pueblo Lands of S.B.

While technically just a border between two ranches, it was surely walked and ridden on regularly making it, by necessity, a road. The actual ranch border changed in 1851, when Hill bought the 1,000 acres just to the west from Nicolas Den, but the route had been established by then. So, how did this little ranch road get the name Fairview?



Heroin dealer =death penalty
Eggs Ackley / August 10, 2020

FAIRVIEW AVENUE
Yes, in Loreto Plaza, the
yin yang / August 10, 2020

THE HISTORY OF SAN ANDRES STREET
He was also the first
Schifter / August 9, 2020

THE HISTORY OF SAN ANDRES STREET
He was also the first
Schifter / August 9, 2020

THE HISTORY OF SAN ANDRES STREET
Agreed, but you have to admit
Schifter / August 9, 2020

JUPITER AND FOUR MOONS
Very nice image! Speaking of
EastBeach / August 9, 2020

SUSPECTS ARRESTED FOR NARCOTICS AND FIREARMS POSSESSION
Stating the residence is a
doulie / August 9, 2020

SUSPECTS ARRESTED FOR NARCOTICS AND FIREARMS POSSESSION
As best I recall a "speedball
doulie / August 9, 2020

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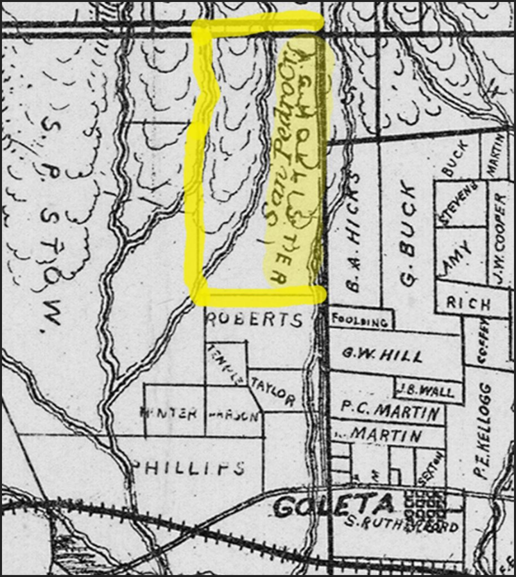
Well, like so much of our history, it all goes back to this gentleman, W.W. Hollister. It seems Col. Hollister had an older brother named Albert back in Missouri. Albert Hollister had undergone some tough times during the civil war and now his health was suffering. So in 1870, Albert decided to visit his successful younger brother and see why he was always raving about this “good land” called Goleta. Once he saw it, he too was taken by its beauty and decided he wanted to stay.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San Pedro Cr.
B.A. HICKS
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STEVENS
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J.B. WALL
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MARTIN
WINTER
PHILLIPS
P.E. KELLOGG
SEXTON
GOLETA
S. RUTHERFORD

Albert Hollister made several offers to Rafaela Hill to buy a portion of the land she had inherited, but she refused. But in 1874, a few years after her marriage to German Senter, she agreed to the sale of a parcel just north of Stow Canyon Road and west of the former ranch borderline. Albert Hollister purchased 480 acres of prime Goleta land for $125 an acre.

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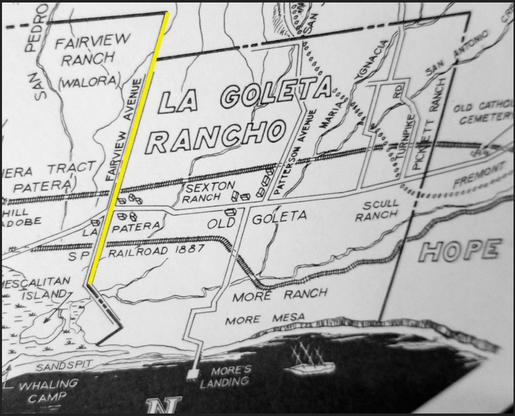
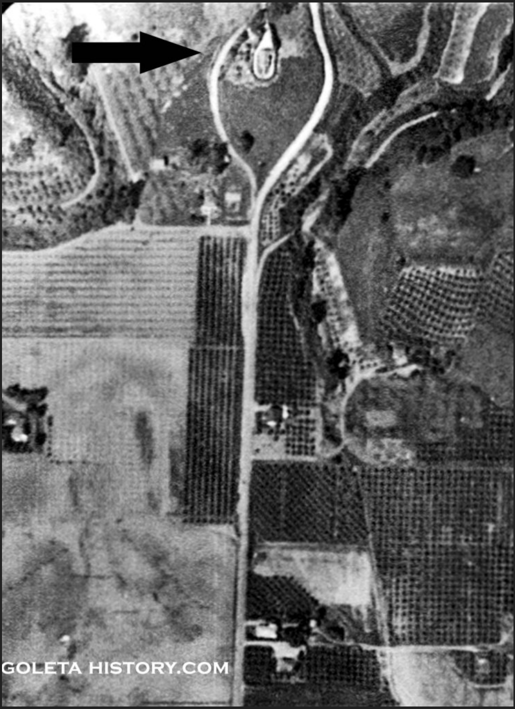

SAN PEDRO
FAIRVIEW RANCH (WALORA)
FAIRVIEW AVENUE
LA GOLETA RANCHO
SAN
YGNACIA
MARIA
PATTERSON AVENUE
RD
TURNPIKE
PICKETT RANCH
SAN ANTONIO
OLD CATHOL
CEMETERY
ERA TRACT
PATERA)
HILL
DOBE
SEXTON RANCH
LA PATERA
OLD GOLETA
SCULL RANCH
FREMONT
SP RAILROAD 1887
HOPE
ESCALITAN ISLAND
MORE RANCH
MORE MESA
SANDSPIT
WHALING CAMP
MORE'S LANDING
N

Albert Hollister built a two story house on a knoll at the base of the foothills and his family came out from Missouri. According to local folklore, when his wife gazed out her new kitchen window at the beautiful rolling farmland, backed by the blue Pacific Ocean and the Channel Islands on the horizon, she said, “What a fair view!”.


GOLETA HISTORY.COM

And so it was in 1874, that Albert Hollister named his new home Fairview Ranch. And so the narrow dirt road bordered by olive trees was dubbed Fairview Road.

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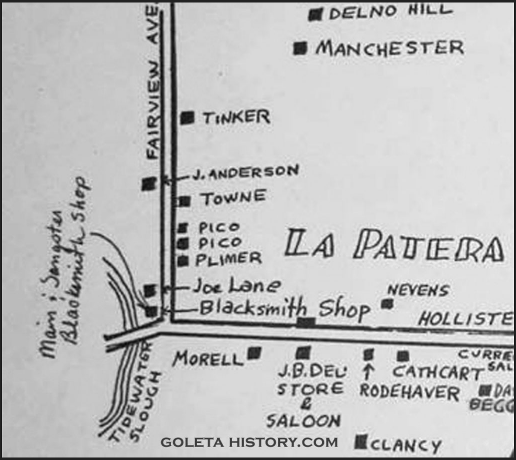
Fifteen years later, in 1889, the county of Santa Barbara officially dedicated the thoroughfare as a public county road, named Fairview Avenue.

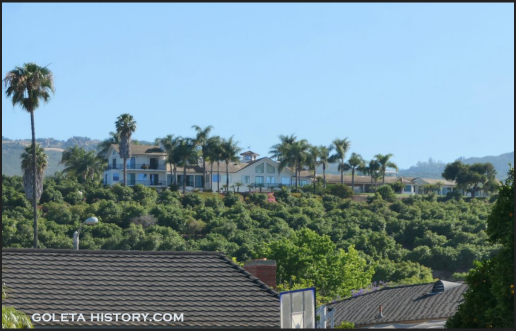

DELNO HILL
MANCHESTER
FAIRVIEW AVE.
TINKER
J. ANDERSON
TOWNE
PICO
PICO
PLIMER
LA PATERA
Main : Sengotes Blacksmith Shop
Joe Lane
Blacksmith Shop
NEVENS
HOLLISTE
MORELL
J.B.DEU
STORE
&
SALOON
RODEHAVER
CATHCART
CURRE
SAL
DA
BEGG
TIDEWATER SLOUGH
CLANCY
GOLETA HISTORY.COM

Well worn and established from years of use, it went from the La Patera blacksmith shop at the edge of the slough up to the north end of the Fairview Ranch. Two years later, in 1891, Albert Hollister passed away and his son Edgar took over the operations.

GOLETA HISTORY.COM

Meanwhile, the little town of Goleta kept growing as the once mighty La Goleta Rancho was sold off and subdivided, bit by bit.

In 1919, a wealthy physician named Dr. Walter Franklin, from San Francisco, bought a large portion of Edgar Hollister's Fairview Ranch. He and his socialite wife Laura named their portion of the ranch, "Walora", a mix of their first names.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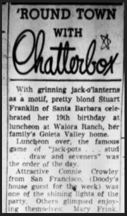
They were extravagant and stylish people and they built a sprawling white mansion on the ridge overlooking the Goleta Valley, the renovated version still visible today. Walora was an architectural showpiece, visible from all around town, and it boasted beautiful formal gardens accented with multiple fountains and statues, a tennis court and a fabulous swimming pool. The Franklins hosted illustrious parties with lots of celebrities and dignitaries riding in their shiny stretch limos, right up humble old Fairview Avenue to Walora.



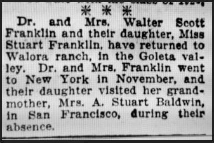
'ROUND TOWN WITH Chatterbox

With grinning jack-o'lanterns as a motif, pretty blond Stuart Franklin of Santa Barbara celebrated her 19th birthday at luncheon at Walora Ranch, her family's Goleta Valley home.

Luncheon over, the famous game of "jack-pots . . . stud . . . draw and seveners" was the order of the day.

Attractive Connie Crowley from San Francisco, (Doody's house guest for the week) was one of the shining lights of the party. Others glimpsed enjoying themselves: Mary Frink.

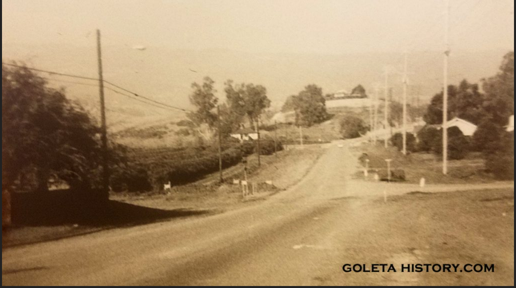
The Franklins were such celebs, the L.A. Times gossip columns reported on all their comings and goings.



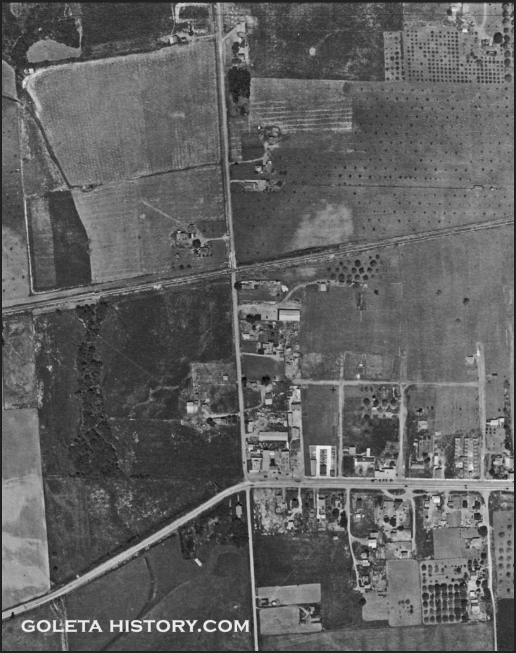
* * *

Dr. and Mrs. Walter Scott Franklin and their daughter, Miss Stuart Franklin, have returned to Walora ranch, in the Goleta valley. Dr. and Mrs. Franklin went to New York in November, and their daughter visited her grandmother, Mrs. A. Stuart Baldwin, in San Francisco, during their absence.

With frequent mentions of their Walora Ranch in the Goleta Valley.


GOLETA HISTORY.COM

Dr. Franklin was obsessed with his new Goleta ranch. One of the first things he did was install power poles to bring telephone and electricity all the way up Fairview Avenue to Walora. He generously invited everyone along the way to tie into his service. Franklin removed the walnuts the Hollister's had planted, and was one of the first in the area to plant acres of lemons. He was also experimenting with avocado cultures and had a large vineyard, a commercial berry farm and he dabbled in turkey breeding. Walter lived happily there until his death in 1946, and Laura stayed until 1961.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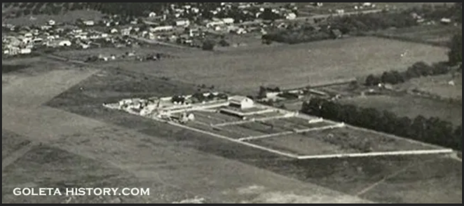
Meanwhile, the arrow straight line of Fairview Avenue became more and more populated.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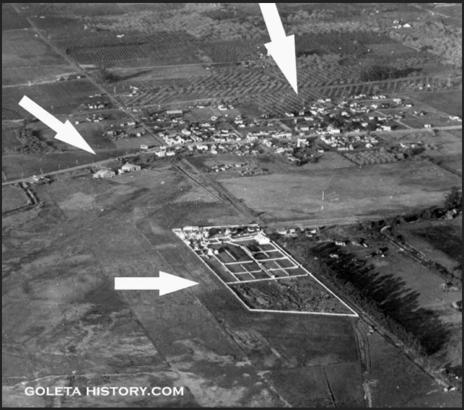
In the late 1920's a large, smelly slaughterhouse called "Corral No. 5" graced the west side of south Fairview, the site of today's airport.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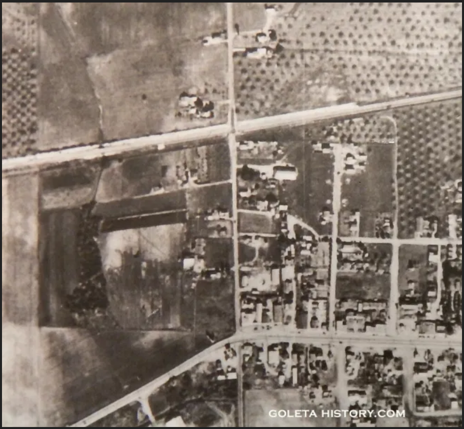
The slaughterhouse was there until the Marines built their base in the early 1940's. The Marines had tolerated the stench until it "mysteriously" burned down. Also visible in this shot are the famous 2 Hangars and the sprawling little berg of downtown Goleta.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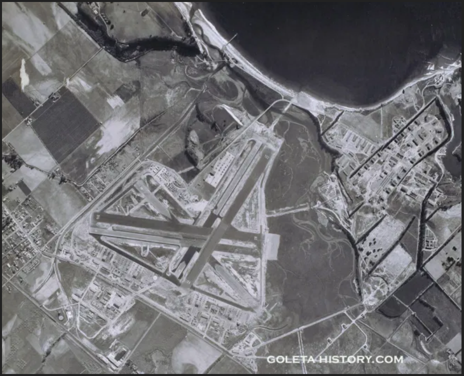
The east side of Fairview continued to be developed, but the west side remained mostly farmland, due to frequent flooding. This was still technically part of the slough, an area formally known as La Patera, a tribute to the large duck population in the swamp.

GOLETA HISTORY.COM

Rural Fairview Avenue circa 1944.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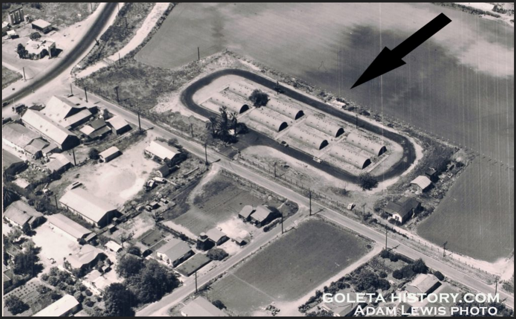
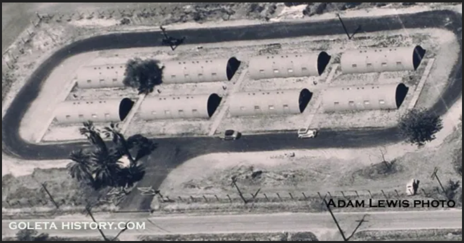
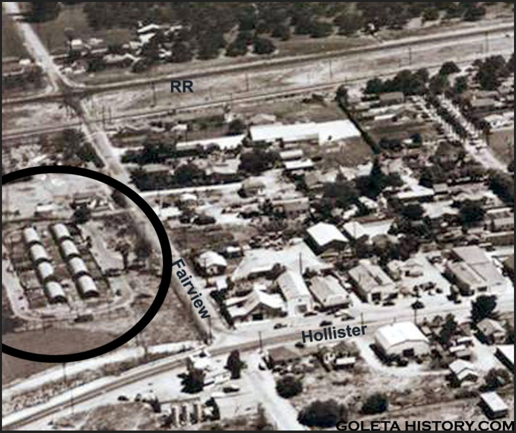
The second world war changed everything, and it brought some major changes to Goleta as well. The Marines took over the simple little airfield and made it into a legit airport. Additionally, they built lots of new buildings all around the slough.


GOLETA HISTORY.COM
ADAM LEWIS PHOTO

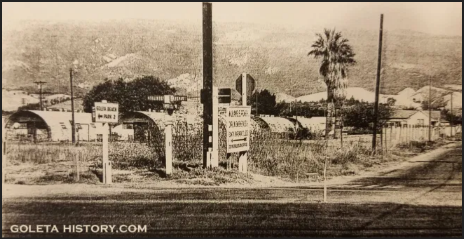
Along Fairview Avenue, they built this cluster of barracks they called Homoja Housing. Learn more about Homoja housing here. Today this is where the Twin Lakes golf course is located. Also notice in the upper left the Seaside gas station.


ADAM LEWIS PHOTO
GOLETA HISTORY.COM

This housing was for soldiers that had families. Two families lived in each hut. Check out the classic old cars parked around them.


RR
Fairview
Hollister
GOLETA HISTORY.COM

This photo from 1948 shows them still there, at this point used as affordable housing.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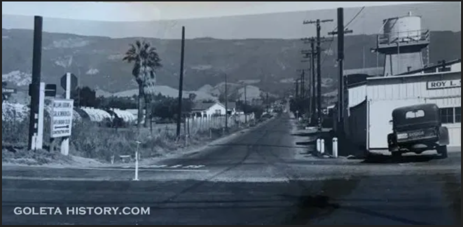
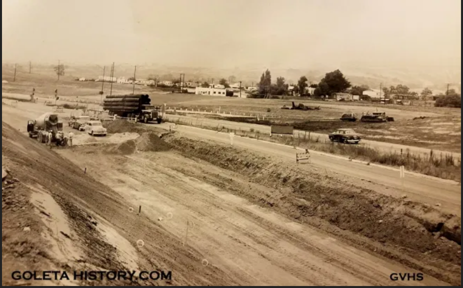
Here they can be seen in 1953. The Homoja housing would be there until the Fairview overpass was built in 1960.


ROY L.
GOLETA HISTORY.COM

A better view up Fairview Avenue from Hollister in 1953. Notice the housing on the left and the water tower in the right. Water towers were about to become obsolete thanks to the construction of Lake Cachuma. In fact, Lake Cachuma brought a whole bunch of changes to little Goleta.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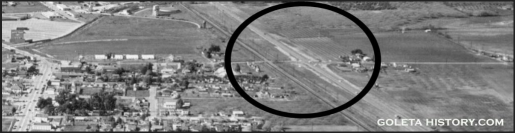
GVHS

In the late 1940's, U.S. Route 101 blazed through Goleta, and Hollister Avenue was no longer the highway.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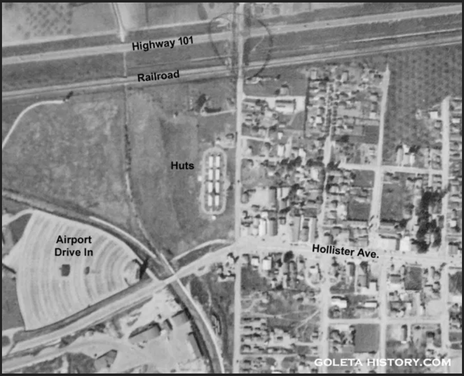
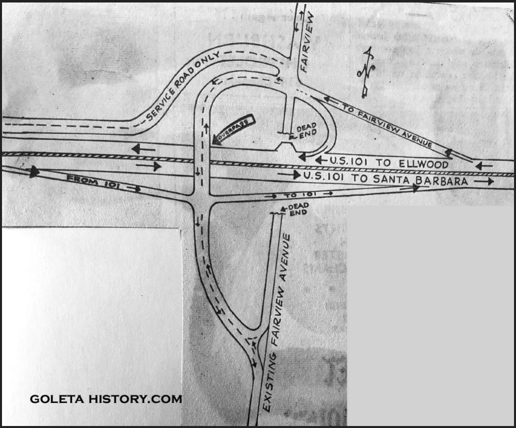
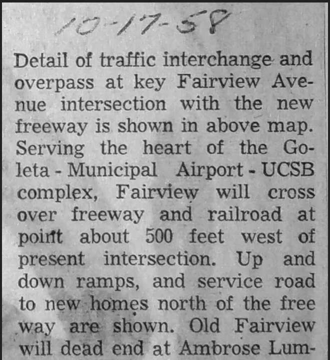
For a while, the traffic wasn't too heavy, but by the end of the 1950's it got to the point where overpasses had to be built. Circled is the intersection of Fairview and Highway 101.


Highway 101
Railroad
Huts
Airport Drive In
Hollister Ave.
GOLETA HISTORY.COM

This view shows how Fairview just went straight across the new highway and the train tracks. Also shown above are the Homoja huts and the new Airport Drive In theater.

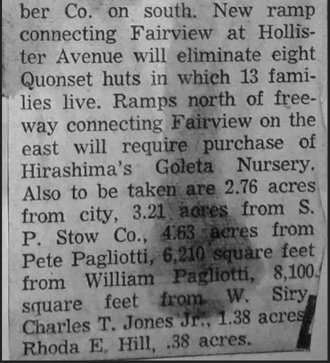

FAIRVIEW
SERVICE ROAD ONLY
OVERPASS
DEAD END
TO FAIRVIEW AVENUE
U.S.101 TO ELLWOOD
U.S.101 TO SANTA BARBARA
FROM 101
TO 101
DEAD END
EXISTING FAIRVIEW AVENUE
GOLETA HISTORY.COM

So the question is, why did they design the Fairview overpass with this big loop in it? We have been trying to figure this out for a while, and still no definitive answer. All the other overpasses in town go straight over. This must have been much more expensive to build, so there must be a good reason…..



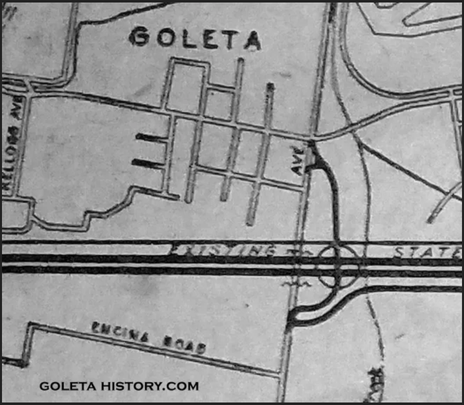
10-17-58

Detail of traffic interchange and overpass at key Fairview Avenue intersection with the new freeway is shown in above map. Serving the heart of the Goleta - Municipal Airport - UCSB complex, Fairview will cross over freeway and railroad at point about 500 feet west of present intersection. Up and down ramps, and service road to new homes north of the free way are shown. Old Fairview will dead end at Ambrose Lum-

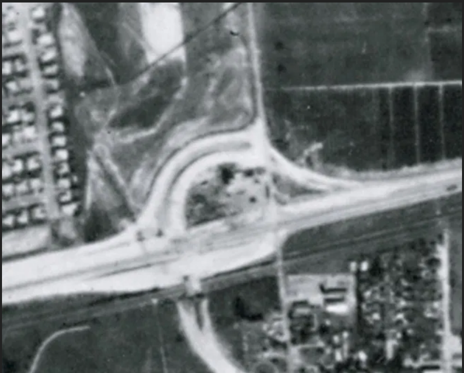


ber Co. on south. New ramp connecting Fairview at Hollister Avenue will eliminate eight Quonset huts in which 13 families live. Ramps north of freeway connecting Fairview on the east will require purchase of Hirashima's Goleta Nursery. Also to be taken are 2.76 acres from city, 3.21 acres from S. P. Stow Co., 4.63 acres from Pete Pagliotti, 6,210 square feet from William Pagliotti, 8,100 square feet from W. Siry, Charles T. Jones Jr., 1.38 acres Rhoda E. Hill, .38 acres.

This article mentions the Ambrose Lumber Company on the south side of the freeway. Why were they spared, but the article mentions all the other property owners that had their land “taken”? Also they mention the 13 families that live in the Homoja huts that got the boot so they could pull Fairview 500 feet to the west and make a big loop.


GOLETA
KELLOGG AVE
AVE
EXISTING
STATE
ENCINA ROAD
GOLETA HISTORY.COM

So in order to re-route Fairview Avenue for the overpass, 13 families were evicted and a lot more money was spent on planning and construction. There’s gotta be a good reason….



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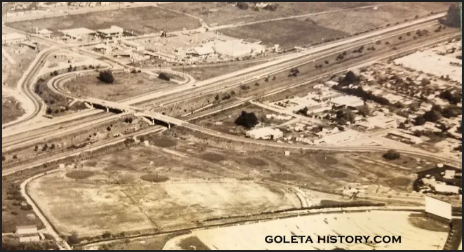
This image shows the construction of the overpass. The arrow shows the new route passing right through the middle of the Homoja huts in order to make the wide loop around.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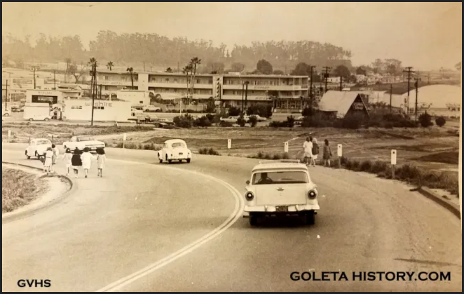
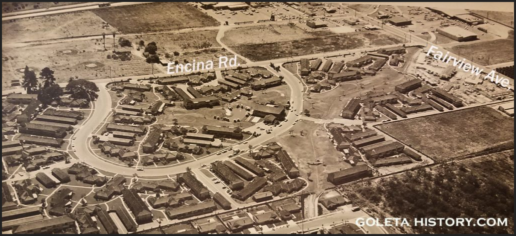
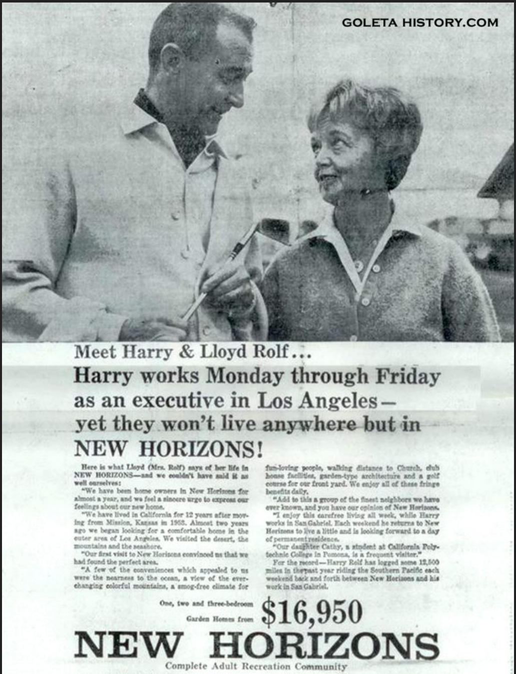
Once completed, the gate was open for Goleta to grow on the north side of the freeway. Already you can see the beginnings of the Fairview shopping center and the Calle Real corridor.


GVHS
GOLETA HISTORY.COM

The new overpass got plenty of use right away, even before they built sidewalks!


Encina Rd.
Fairview Ave.
GOLETA HISTORY.COM

One of the first major developments on the new North Fairview was the New Horizons adult community. Still there today, it's called Encina Royale. In the upper right you can see the early Fairview Shopping Center. Looks like Thriftys and TG&Y maybe?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Meet Harry & Lloyd Rolf…

Harry works Monday through Friday as an executive in Los Angeles—yet they won't live anywhere but in NEW HORIZONS!

Here is what Lloyd (Mrs. Rolf) says of her life in NEW HORIZONS—and we couldn't have said it as well ourselves:

"We have been home owners in New Horizons for almost a year, and we feel a sincere urge to express our feelings about our new home.

"We have lived in California for 12 years after moving from Mission, Kansas in 1953. Almost two years ago we began looking for a comfortable home in the outer area of Los Angeles. We visited the desert, the mountains and the seashore.

"Our first visit to New Horizons convinced us that we had found the perfect area.

"A few of the conveniences which appealed to us were the nearness to the ocean, a view of the ever-changing colorful mountains, a smog-free climate for fun-loving people, walking distance to Church, club house facilities, garden-type architecture and a golf course for our front yard. We enjoy all of these fringe benefits daily.

"Add to this a group of the finest neighbors we have ever known, and you have our opinion of New Horizons.

"I enjoy this carefree living all week, while Harry works in San Gabriel. Each weekend he returns to New Horizons to live a little and is looking forward to a day of permanent residence.

"Our daughter Cathy, a student at California Polytechnic College in Pomona, is a frequent visitor."

For the record—Harry Rolf has logged some 12,500 miles in the past year riding the Southern Pacific each weekend back and forth between New Horizons and his work in San Gabriel.

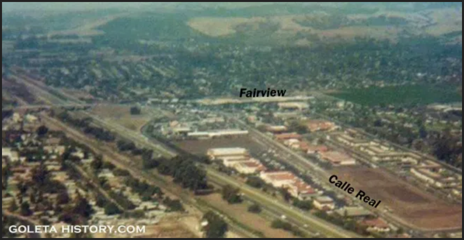
One, two and three-bedroom
Garden Homes from $16,950

NEW HORIZONS
Complete Adult Recreation Community

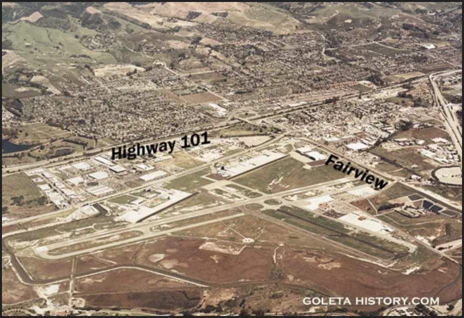
This New Horizons ad touts the convenience of Goleta as an "outer area of Los Angeles". Developers were trying to make Goleta a suburb of Los Angeles as soon as Lake Cachuma was finished.

CORBIN PHOTO

The completion of the Fairview Shopping Center in 1963 was a huge event for Goleta commerce and the first step in making the North Fairview corridor the main commercial district in town. A huge event was held for their grand opening, including a helicopter dropping numbered ping pong balls good for cash and prizes.


Fairview
Calle Real
GOLETA HISTORY.COM

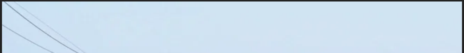
With the construction of the Calle Real Shopping Center, North Fairview and Calle Real became the epicenter of Goleta commerce, pulling all the action away from Old Town.


Highway 101
Fairview
GOLETA HISTORY.COM

By the early 1980’s , the area between the highway and the foothills was pretty much all developed.

FAIRVIEW
GOLETA HISTORY.COM

Today, Fairview Avenue is a bustling thoroughfare and one of the main arteries through Goleta.



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And the view, well I guess it's still fair…

***Learn more at** goletahistory.com*.

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11 COMMENTS

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SBDUDE AUG 10, 2020 07:27 AM REPLY

You won the internet today, Tom. That was great!

FERNALDPOINT93108 AUG 09, 2020 06:01 PM REPLY

Fantastic history lesson! Whatever the reason for the loopy Fairview/101 interchange, there is little doubt that it is an epic design fail. Too bad they didn't fix it when it was rebuilt in the late 1990s.

CURMUDGEON AUG 09, 2020 05:26 PM REPLY

Wonderful lesson, as usual! Thank you.

SANDY1 AUG 09, 2020 04:35 PM REPLY

What a wonderful birthday present, an hour long trip through a time tunnel . Well done Tom !

SANDY1 AUG 09, 2020 09:17 PM REPLY

Thx :)

MP805 AUG 09, 2020 08:22 PM REPLY

HBD SANDY1

EASTBEACH AUG 09, 2020 01:47 PM REPLY

TG&Y ... that made a few dormant brain cells fire! Was there one in Santa Barbara as well?

YIN YANG AUG 10, 2020 04:15 AM REPLY

Yes, in Loreto Plaza, the part of the building that was remade in "Fort Gelson," closest to Harry's. This was, of course, before the chain record store and whatever else was there.

CONDORHIKER AUG 09, 2020 01:28 PM REPLY

I have read that the reason that the reason that Fairview curves around at the 101 interchange is that they needed to have enough distance so that the grade wouldn't be too steep for trucks.

A-1597004352 AUG 09, 2020 01:19 PM REPLY

Way cool. Thank you for the history lesson. Now if we can only figure out how to straighten out the overpass...

MP805 AUG 09, 2020 01:00 PM REPLY

Well done as always TMO! I learn something new every time you post. Also if you haven't checked it out go to goletahistory.com and goletasurfing.com for some great additional posts....can you share where you gather your pictures and detailed maps?

✓ Your comment has been posted.

VVORKER AUG 10, 2020 07:59 AM REPLY

Major Tom great work as always, thanks for keeping the markets local. IV market is for sale also!! Would love to see you ride that Bull!
AS for the traffic mess we call Fairview overpass, I propose we make some remodel plans now, so after the big earthquake we can fix it forever. Kinda like they did in town after the 1925 quake, they already had plans to change street names and building codes.
We can rename a Road in Tom's honor too, thanks again hope you get some surf soon!
Auto Sounds forever!

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Your name
vvorker

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vvorking@gmail.com

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